

**REMARKS**

Applicant respectfully requests reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow.

**Status of Claims:**

No claims are currently being added or cancelled.

Claims 1, 5, 8 and 12 are currently being amended.

This amendment and reply amends claims in this application. A detailed listing of all claims that are, or were, in the application, irrespective of whether the claims remain under examination in the application, is presented, with an appropriate defined status identifier.

After amending the claims as set forth above, claims 1-15 remain pending in this application.

**Request for Entry of After-final Amendment and Reply:**

Applicant respectfully requests that this after-final Amendment and Reply be considered and entered, since it is believed to place this application in condition for allowance.

**Objection to Claims 9-12:**

In the Office Action, claims 9-12 were objected to for the reasons set forth on page 2 of the Office Action. This objection is respectfully traversed. It appears that the Office Action has neglected to consider the preliminary amendment filed on July 31, 2001, in which claim 9 was amended and in which claims 10 and 11 were added. Thus, the "Previously Presented" indication for claims 9-11 is correct.

**Claim Rejections – Prior Art:**

In the Office Action, claims 1, 2, 4, 5 and 8-15 were rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,848,396 to Gerace; claims 3, 6 and 7 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Gerace in view of U.S. Patent Publication No. 2005/0192008 to Desai.; and claim 4 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Gerace in view of U.S. Patent No. 5,974,210 to Goldhaber. These rejections are traversed with respect to the presently pending claims under rejection, for at least the reasons given below.

Presently pending independent claims 1, 5 and 8 have each been amended to include features described on page 22 of the specification. Namely, claim 1 has been amended to include user advertisement information interest storage means for storing advertisement interest information regarding which categories of advertisements are of interest to the user, based on inputs provided by the user. Also, claim 1 now recites that the interest estimation means estimates, from the user schedule information stored in the user schedule information storage means and the advertisement information stored in the user advertisement information interest storage means, which advertisements a user will be interested.

Such features as recited in presently pending independent claims 1, 5 and 8 are believed to patentably distinguish over the cited art of record. In particular, while it is true that an advertiser in the system of Gerace can set conditions as to which users should be provided with his/her advertisements, there does not appear to be any disclosure of the users being able to input information concerning categories of advertisements that are of interest to those users.

Accordingly, presently pending independent claims 1, 5 and 8 are patentable over the cited art of record (since the other cited art of record does not rectify the above-mentioned deficiencies of Gerace).

With respect to the presently pending dependent claims under rejection, claim 12 has been amended to recite advertisement copying means for enabling the user to copy one or more advertisements to the user schedule, irrespective as to whether or not the advertisement valid time period has expired or will expire. This feature is described on page 53 of the specification, whereby such a feature is not believed to be taught or suggested by the cited art of record, when taken as a whole.

**Conclusion:**

Since all of the issues raised in the Office Action have been addressed in this Amendment and Reply, Applicant believes that the present application is now in condition for allowance, and an early indication of allowance is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check or credit card payment form being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

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